
WISN-TV
(Milwaukee, WI)

**ELECTRONIC
POLITICAL AND ISSUE ADVERTISING
PUBLIC INSPECTION FILE CHECKLIST**

This checklist must be completed for each federal, state, and local political ad or federal or state issue ad buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candidate/Issue

OBAMA/D/PRESIDENT

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

10/25/12 - 10/31/12

Initials

- | | | | |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-----------|
| 1. | <u>Executed</u> Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17) | Date: _____ | _____ |
| 2. | Original contract showing requested time (when available) | Date: <u>10/23/12</u> | <u>EC</u> |
| 3. | Updated contracts as order changes. | Date: _____ | _____ |
| 4. | Invoice of schedule as actually broadcast, including amount of rebates given (exact date, time, class of time and amount for each rebate), if any | Date: _____ | _____ |

Checklist Completed:

By: _____

Date: _____

CONTRACT



WISN TV
759 N. 19th Street
Milwaukee, WI 53233
(414)342-8812

www.wisn.com

And:

Greer Margolis Mitchell Burns
1010 Wisconsin Ave, Suite 800
Washington, DC 20007

<u>Contract / Revision</u> 966711 /		<u>Alt Order #</u> 06390297
<u>Product</u> OBAMA SKED A 60S		
<u>Contract Dates</u> 10/25/12 - 10/31/12	<u>Estimate #</u> 2175	
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 10/23/12 / 10/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISN	<u>Account Executive</u> Will Hildebrandt	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Women 25-64		
<u>IDB#</u> 9912856	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WISN	10/25/12	10/26/12	News M-F 5a	5-6A		1:00			NM	2	\$1,200.00
		Preemptible with Notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---TF--				2	\$600.00			
N 2	WISN	10/25/12	10/26/12	News M-F 6a	6-7A		1:00			NM	2	\$3,000.00
		Preemptible with Notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---TF--				2	\$1,500.00			
N 3	WISN	10/25/12	10/26/12	Good Morning America	7-9a		1:00			NM	4	\$6,800.00
		Preemptible with Notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---TF--				4	\$1,700.00			
N 4	WISN	10/25/12	10/26/12	News M-F 430a	430-5a		1:00			NM	1	\$80.00
		Preemptible with Notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---TF--				1	\$80.00			
N 5	WISN	10/27/12	10/27/12	Sa 458-6a	456-6AM		1:00			NM	1	\$400.00
		Preemptible with Notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----1-				1	\$400.00			
N 6	WISN	10/27/12	10/27/12	Sat GMA	6-7a		1:00			NM	1	\$800.00
		Preemptible with Notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----1-				1	\$800.00			
N 7	WISN	10/27/12	10/27/12	News Sat 7-9a	7-9am		1:00			NM	1	\$800.00
		Preemptible with Notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----1-				1	\$800.00			
N 8	WISN	10/28/12	10/28/12	Su 458-6a	458-6AM		1:00			NM	1	\$400.00
		Preemptible with Notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Milwaukee, WI 53233
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<u>Contract / Revision</u>	<u>Alt Order #</u>
966711 /	06390297

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/25/12 - 10/31/12	OBAMA SKED A 60S	2175

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----1 1 \$400.00												
N 9	WISN	10/28/12	10/28/12	Sun GMA	6-7a		1:00			NM	1	\$700.00
Preemptible with Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----1 1 \$700.00												
N 10	WISN	10/28/12	10/28/12	News Sun 7-9a	7-9am		1:00			NM	1	\$700.00
Preemptible with Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----1 1 \$700.00												
N 11	WISN	10/28/12	10/28/12	Sun 9-930A	9-930A		1:00			NM	1	\$700.00
Preemptible with Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----1 1 \$700.00												
N 12	WISN	10/25/12	10/26/12	LIVE WITH KELLY & MICHA	9-10am		1:00			NM	2	\$1,400.00
Preemptible with Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$700.00												
N 13	WISN	10/25/12	10/26/12	The View	10-11am		1:00			NM	2	\$2,800.00
Preemptible with Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$1,400.00												
N 14	WISN	10/25/12	10/26/12	ANDERSON COOPER	M-F 11A-12P		1:00			NM	2	\$800.00
Preemptible with Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$400.00												
N 15	WISN	10/25/12	10/26/12	THE CHEW	12P-1P		1:00			NM	2	\$1,200.00
Preemptible with Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$600.00												
N 16	WISN	10/25/12	10/26/12	General Hospital	1-2p		1:00			NM	2	\$1,200.00
Preemptible with Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$600.00												
N 17	WISN	10/25/12	10/26/12	KATIE COURIC	M-F 2-3P		1:00			NM	2	\$1,200.00
Preemptible with Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$600.00												
N 18	WISN	10/28/12	10/28/12	This Week With George Step	930-1030am		1:00			NM	1	\$2,800.00
Preemptible with Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----1 1 \$2,800.00												
N 19	WISN	10/25/12	10/26/12	3-4p	3-4p		1:00			NM	2	\$2,000.00
Preemptible with Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$1,000.00												
N 20	WISN	10/25/12	10/26/12	DR. OZ	4P-5P		1:00			NM	2	\$2,000.00
Preemptible with Notice												

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<u>Contract / Revision</u> 966711 /		<u>Alt Order #</u> 06390297
<u>Contract Dates</u> 10/25/12 - 10/31/12	<u>Product</u> OBAMA SKED A 60S	<u>Estimate #</u> 2175
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$1,000.00			
N 21	WISN	10/25/12	10/26/12	News M-F 5p	5-530pm		1:00			NM	2	\$3,200.00
Preemptible with Notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$1,600.00			
N 22	WISN	10/25/12	10/26/12	News M-F 6p	6-630pm		1:00			NM	2	\$4,800.00
Preemptible with Notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$2,400.00			
N 23	WISN	10/28/12	10/28/12	News Sun 530pm	530-6p		1:00			NM	1	\$1,200.00
Preemptible with Notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$1,200.00			
N 24	WISN	10/25/12	10/26/12	Entertainment Tonight	630p-7pm		1:00			NM	1	\$2,800.00
Preemptible with Notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$2,800.00			
N 25	WISN	10/25/12	10/26/12	Late News 1030PM	1030p-11p		1:00			NM	1	\$2,000.00
Preemptible with Notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$2,000.00			
N 26	WISN	10/27/12	10/27/12	Late News Sa 10pm	10-1035p		1:00			NM	1	\$3,000.00
Preemptible with Notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$3,000.00			
N 27	WISN	10/25/12	10/26/12	Nightline	11p-1130p / 12-12:30a		1:00			NM	1	\$1,200.00
Preemptible with Notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$1,200.00			
Totals											42	\$49,180.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	42	\$49,180.00	\$41,803.00
Totals	42	\$49,180.00	\$41,803.00

Signature: _____ **Date:** _____

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